



PRESS RELEASE

FOR IMMEDIATE RELEASE: Monday, May 13th, 2013

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Frisco One of 14 Communities Nationwide Named “Safe and Secure”

FRISCO, TX – May 13, 2013 – Frisco, Texas is being recognized as one of 14 Allstate Safe and Secure Communities across the country. Allstate has recognized Frisco because it has been identified as one of the fastest growing communities in the country and is navigating the corresponding traffic planning issues that come with rapid growth. Frisco ISD has also been identified as one of the country's fastest growing school districts.

“We are excited to be named an Allstate Safe and Secure Community. We look forward to partnering with Allstate on safe driving events, burglary programs and teen driving education that will create awareness for Frisco residents,” said Sgt. Brad Merritt, Frisco Police Public Information Officer.

Allstate says it will partner with Frisco community leaders over the next year to help facilitate programs promoting safe and secure behaviors amongst members of the community and surrounding area. In addition, the Frisco Police Department is receiving a \$50,000 grant from The Allstate Foundation to help fund teen driving education programs and community focused programming.

The partnership will kick off Thursday, May 16 at Stonebriar Mall in Frisco, with a program featuring Allstate's Reality RidesSM program driving. Reality Rides is a simulator that demonstrates the dangers of distracted driving – putting participants behind the wheel of a real car virtually simulating the dangers of distracted driving.

Reality Rides consists of a driving simulator that utilizes a real - but stationary - vehicle equipped with virtual reality technology, including a headset that displays an animated environment and reacts to the driver's motions. Using the vehicle's steering wheel, gas and brake pedals, the driver is tasked with driving while also attempting to text and talk on the phone.

These simulations demonstrate the potential consequences distracted drivers could face while on the road. To add impact to the simulations, Frisco participants are given traffic “tickets” that reveal potential infractions a driver could receive if the experience happened in real life. Participants will also have the opportunity to take the Allstate X the TXTTM pledge that promises to not text and drive.

To track the Allstate Reality Rides tour and see photos of Frisco participants, visit facebook.com/xthetxt.

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